



January 31, 2005

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Director
Special Nutritionals
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C Street S.W.
Washington, DC 20204

FEB 14 2005

SENT VIA CERTIFIED MAIL - RETURN RECEIPT REQUESTED
ARTICLE #: 7000 1670 0006 3245 4959

RE: AM ACTIVATOR

Dear Sir / Madam:

This is a 30-day notification of a statement of nutritional support for a dietary supplement. The product name is **AM ACTIVATOR**. The structure / function claims on all sizes and configurations of this product are identical. They are as follows:

AM ACTIVATOR™ is designed to be employed as a safe and healthy means of maintaining energy levels while stimulating and supporting fat-burning metabolism without the use of the potentially dangerous Ephedrine-containing herb, Ma Huang. **AM Activator** contains thermogenic herbs and natural cellular activators to jump-start your metabolism and facilitate your fat loss goals. It contains standardized herbal extracts that deliver natural caffeine-related alkaloids with a history of traditional use in many cultures for promoting energy and a sense of well-being. To further support your weight-loss goals by fighting fatigue and providing calming benefits, we include standardized extracts of Panax (Asian) Ginseng, Eleutherococcus (Eleuthero), Ashwagandha and Rhodiola - adaptogenic herbs with a history of traditional use going back thousands of years. In addition, **AM Activator** supplies Chromium and Vanadium to support healthy carbohydrate metabolism and the B-Complex vitamins to maintain energy production and fat metabolism. Finally, we add Carnitine, along with its precursors, Vitamin C and Lysine, to support the efficient transport and burning of body fat. The investment and sacrifices we make when dieting and exercising deserve the best results and the unique combination of ingredients in **AM Activator** is designed to safely and gently jump-start fat and energy metabolism, allowing your day to begin with the best opportunity to achieve the results your efforts deserve.

Respectfully Submitted,

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Nancy Steely, ND
Director of Research & Development